

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Reserve  
A 280.3939  
M 34C

CONSUMER PURCHASES OF

# CITRUS AND OTHER JUICES

August 1962

CPFJ- 132

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY

NOV 8 - 1962

CURRENT SERIAL RECORDS

U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in this report are based on 4-week periods (28 days) to facilitate comparisons.

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

October 1962

## CONTENTS

	<u>Page</u>
Highlights.....	4
Frozen concentrated and chilled juices.....	5
Canned single-strength juices and fruit.....	7
Canned single-strength fruit drinks.....	8

### Tables and Figures

Frozen concentrated orange juice.....	14
Chilled orange juice.....	15
Single-strength orange juice.....	16
Single-strength grapefruit juice.....	17
Pineapple juice.....	18
Prune juice.....	19
Tomato juice.....	20
Single-strength orange drink.....	21
Pineapple-grapefruit drink.....	22
Canned grapefruit sections.....	23
Miscellaneous canned single-strength juices.....	24
Miscellaneous canned single-strength fruit drinks.....	24
Total canned single-strength juices and fruit drinks.....	25
Equivalent purchases of fresh oranges and grapefruit.....	25
Summary of purchases.....	26
Consumer purchases of juices and canned fruit drinks.....	27
Percentage of families buying citrus and other products....	28
Share of Market.....	29
Consumer expenditures for juices and canned fruit drinks...	30



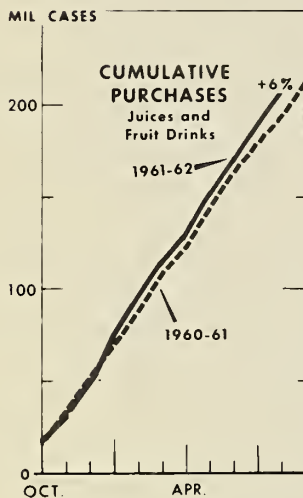
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
AUGUST 1962

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS

Household consumers bought a total of 17.7 million cases (equivalent single-strength) of frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned fruit drinks in August 1962. This was a gain of 6 percent (0.9 million cases) over the quantity purchased in the same month of 1961.



Consumption of frozen concentrated juices increased 12 percent (0.8 million cases) to account for most of the gain. Use of chilled orange juice rose 11 percent, and canned juices, 4 percent. In contrast, consumption of fruit drinks was down 4 percent.

Frozen concentrated juices accounted for 43 percent of all juices and drinks bought for home use in August, an increase of more than 2 percentage points in share of market. The market shares for canned juices, 33 percent, and chilled orange juice, 4 percent, held about the same, but the share for fruit drinks dropped 2 points to 20 percent.

Retail prices of juices and fruit drinks averaged only 4.3 cents per 6-ounce serving in August, compared with 4.8 cents a year earlier. Despite the increase in retail sales, consumer expenditures were down 5 percent (\$2.9 million) from August 1961 to \$54.9 million.

Among individual products, purchases of frozen concentrated orange juice were up 15 percent; canned orange juice, up 16 percent; and chilled orange juice, up 11 percent. The three orange juices accounted for 46 percent of household purchases, a gain of 4 points in share of market.

Prices of orange juices were sharply lower. Notwithstanding the increase in retail sales, consumer expendi-

tures for frozen orange concentrate were down 6 percent or \$1.2 million, and expenditures for chilled and canned juices were off \$0.3 million.

Purchases of grapefruit, tomato, and miscellaneous canned juices increased moderately. In contrast, use of pineapple and prune juices declined. Except for prune juice, prices of these products were down 3 to 7 percent.

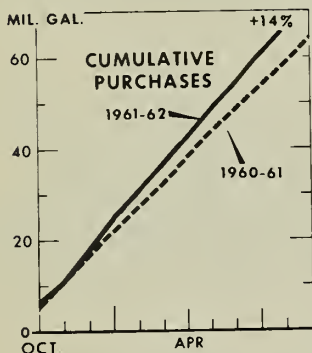
Consumption of orange drink was up 26 percent compared with a price decline of 6 percent. As a result expenditures for orange drink increased substantially, the only gain reported over August 1961. Purchases of pineapple-grapefruit and miscellaneous fruit drinks were off rather sharply; prices were steady.

Use of miscellaneous frozen concentrated juices was down 15 percent. Consumption of canned grapefruit sections was off substantially.

Cumulative purchases of juices and fruit drinks for the season, October 1961-August 1962, were up 6 percent or 11.5 million cases from the same period of 1960-61. (See chart on preceding page.) Increased use of frozen orange concentrate accounted for most of the gain. Except for pineapple-grapefruit drink, purchases of other individually reported products rose moderately over 1960-61.

#### FROZEN CONCENTRATED AND CHILLED JUICES

##### Expenditures For Frozen Orange Concentrate Down



Household purchases of frozen orange concentrate in August 1962 were up 15 percent -- 770,000 gallons -- from a year earlier to a new August high of 5.8 million gallons. In contrast, consumption of competing products totaled the same as in August 1961. 1/ (See page 14.)

Movement of the concentrate increased 4 percent over July, the reverse of the usual July-August drop. On the other hand, purchases of competing products were off 7 percent--the same July-August drop that occurred in 1961.

The market share for frozen orange concentrate was up 3.3 percentage points from a year earlier to 38.8 percent. This almost equaled the high levels that prevailed from December through March. The share of market for canned

1/ Monthly and cumulative data on purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans ...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

fruit drinks was off about 2 percentage points, and the share for miscellaneous frozen concentrates was down 1 percentage point.

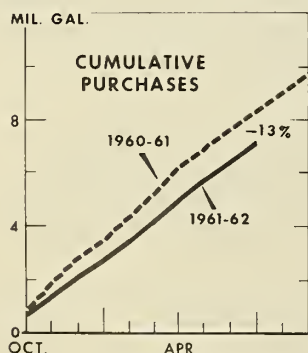
Cumulative purchases of frozen orange concentrate for the season, October-August, were 14 percent or 7.9 million gallons ahead of the same period of 1960-61. (See chart on preceding page.) This was a new high for the 11-month period. Nevertheless, supplies available for purchase at the end of August remained heavy as a result of record production in 1961-62.

The gain in retail sales over August 1961 reflected more families buying, as well as larger size of purchase. The proportion of families using the product was up 1.5 percentage points to 28.7 percent, and the size of purchase rose to 7.9 cans. Nevertheless, both components of total purchases were well below levels that prevailed in the first half of 1962.

August prices were down 18 percent from a year earlier to 16.5 cents per 6-ounce can. At this price, a 6-ounce serving cost 4.1 cents, slightly more than canned fruit drinks, but 7 percent less than the average cost of canned single-strength juices.

The decline in price was greater than the gain in purchases and consumer expenditures were off 6 percent (\$1.2 million) from the same month of 1961. This continued the relatively low level of expenditures that has persisted since March. Hence, in spite of the increase in retail sales, the season's expenditure at the end of August was down to the level of a year earlier.

#### Miscellaneous Frozen Concentrates Off Sharply



In contrast to the increase in the use of frozen orange concentrate, purchases of miscellaneous frozen concentrated juices were down sharply from both the preceding month and a year earlier. This group of products includes frozen concentrates other than orange, such as grapefruit, pineapple, tangerine, and blends.

Miscellaneous concentrates accounted for only 4 percent of juices and drinks bought for household consumption in August 1962, compared with 5 percent in August 1961.

Retail prices averaged 18.2 cents per 6-ounce can, 0.9 cent less than a year earlier. Prices of these products

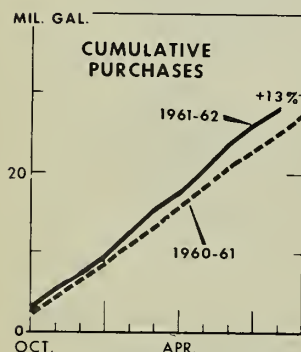


have been about 2 cents above those of frozen concentrated orange juice for several months.

Consumption of miscellaneous concentrates has been light in most months of the season. Accumulated purchases through August were 13 percent -- 1.2 million gallons -- behind 1960-61. Pineapple-grapefruit drink and miscellaneous canned juices were the only other products purchased in lesser volume than in the preceding season.

### Chilled Orange Juice Up 11 Percent

Household consumption of chilled orange juice was up 11 percent -- 240,000 gallons -- from August 1961 to a new high of 2.4 million gallons for the month. Retail sales have been heavy throughout the season and cumulative purchases are 13 percent or 3.3 million gallons ahead of the same period of 1960-61.



About 5.6 percent of the Nation's families used the product in August. This was a gain of nearly 1 percentage point over a year earlier, and was the largest proportion of buyers yet reported for the month. The average size of purchase, however, was on the low side.

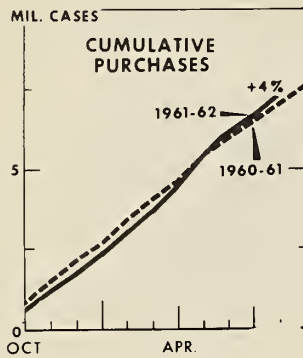
Retail prices advanced over July, but even so, at 32.6 cents per quart, August prices were down 13 percent (5.3 cents) in comparison with a year earlier.

Despite the increase in retail sales, consumer expenditures for chilled orange juice were off from a year earlier. Unlike frozen orange concentrate, however, expenditures for the season remained moderately ahead of 1960-61. (See page 15.)

### CANNED SINGLE-STRENGTH JUICES AND FRUIT

#### Canned Orange Juice Makes Good Gain

The retail price of canned orange juice was down 18 percent from the preceding August to 35.8 cents per 46-ounce can. This was the lowest price reported for several years. Nevertheless, at 4.7 cents per 6-ounce serving, canned orange juice was more expensive than most competing products -- chilled orange juice and prune juice were the exceptions.

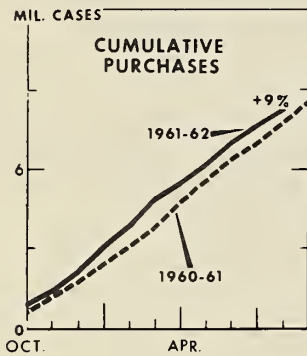


Purchases were up 16 percent -- 90,000 cases -- from August 1961. The gain reflected more families buying, as well as a larger average size of purchase.

Cumulative purchases for the season through August, however, were up only 4 percent -- 330,000 cases -- from 1960-61 when movement was the lowest reported for any year in this 13-year series.

Retail prices have been relatively low throughout 1962, and consumer expenditures in August, as well as those for the season, were below 1960-61 levels. (See page 16.)

### Grapefruit Juice Prices Down to 6-Year Low

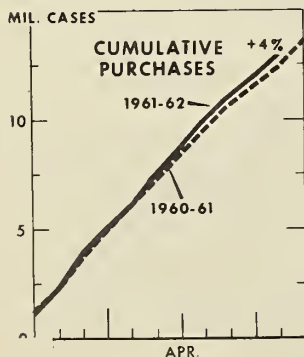


The August retail price of canned grapefruit juice was down to a 6-year low of 26.7 cents per 46-ounce can. This represented a decline of 6 percent from a year earlier, and 9 percent from the 1955-59 August average.

Consumer purchases were up 6 percent -- 43,000 cases -- from August 1961 to the highest level reported for the month since 1957. The gain reflected a larger size of purchase, with the proportion of families buying holding about the same.

Use of the juice has been relatively heavy in most months of the current season, and cumulative purchases are 9 percent -- 730,000 cases -- ahead of 1960-61. (See chart in margin.) Prices have been lower, however, and the greater quantity was bought for only slightly more than the amount spent a year earlier. (See page 17.)

### Pineapple Juice Down Slightly



The July-August drop in purchases of pineapple juice was sharper than usual. As a result, retail movement was off slightly in comparison with August 1961.

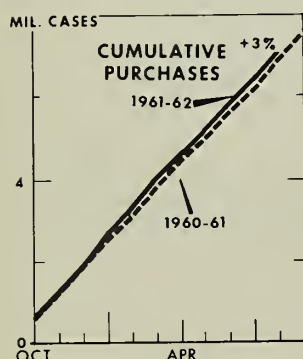
Only 7.5 percent of families bought pineapple juice in August. While this was not much below a year earlier, it was the smallest proportion of buyers recorded in this 13-year series.

Purchases have been moderately heavy in most months, however, and cumulative movement for the season was up 4 percent or a half million cases from the same period of 1960-61.

Retail prices averaged 28.8 cents per 46-ounce can, 4 percent less than a year earlier, and a little less than the 1955-59 August average. This was a continuation of the relatively low price level that has persisted in 1961-62.

Consumer expenditures were not as great as in the preceding August. But, as for most products, the season's expenditures remained slightly ahead of 1960-61. (See page 18.)

### Prune Juice Off 7 Percent



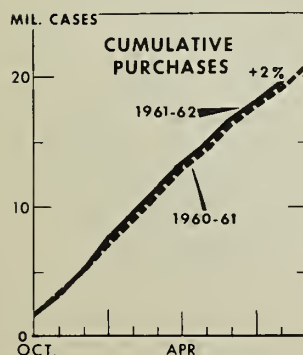
Retail movement of prune juice was off 46,000 cases, or 7 percent from August 1961. This was the third month in succession that purchases failed to reach the year-earlier level. Nevertheless, because of heavy buying from January through April, movement for the season was 3 percent or 180,000 cases ahead of 1960-61.

The number of buyers of prune juice was down to only 6.1 percent of the Nation's families in August, almost the lowest recorded in this 13-year series. The average size of purchase also was smaller.

Retail prices averaged 43.6 cents per quart, 0.4 cent more than a year earlier. At this price a 6-ounce serving cost 8.2 cents, well above the cost of competing products.

Although consumer spending was down in August, total expenditures for the season remained moderately ahead of 1960-61. (See page 19.)

### Tomato Juice Makes Moderate Gain



About 4 percent (62,000 cases) more tomato juice was bought for home consumption in August than in the same month of 1961. The gain in volume was associated with an increase in the number of buyers.

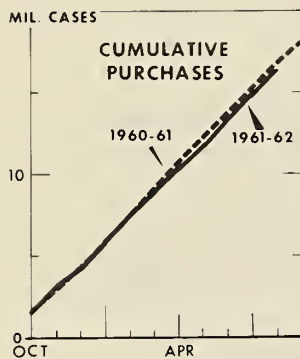
Use of tomato juice has followed rather closely year-earlier levels throughout the season. Accumulated purchases are 2 percent or 340,000 cases ahead of 1960-61. Nevertheless, because of a greater increase in movement of other products, the tomato juice share of market has been low throughout 1962.



## Tomato Juice -- Continued

Retail prices were down 0.9 cent from a year earlier to 27.5 cents per 46-ounce can, to continue the low price level that has persisted for nearly a year. About the same amount was spent for tomato juice as in the preceding August, but expenditures for the season are off slightly from 1960-61. (See page 20.)

## Miscellaneous Single-Strength Juices Up 7 Percent

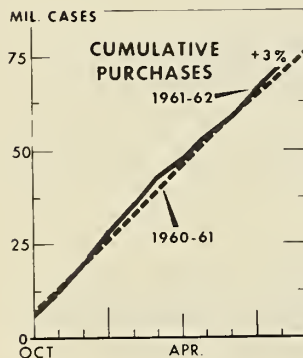


The average price of miscellaneous canned juices, such as apple, grape, tangerine, and blends, dropped to 34.6 cents per 46-ounce can in August. This was 7 percent less than paid a year earlier and was the lowest price recorded for several years.

A few more families bought these products than in August 1961, and the size of purchase was a little larger. As a result, retail movement was up 7 percent to 1.5 million cases for the month.

Buying, however, was slow in most months of the season, and accumulated purchases were down slightly from the same period of 1960-61. (See page 24.)

## Total Single-Strength Juices Up Moderately



Use of canned single-strength juices increased 4 percent -- 225,000 cases -- in total over August 1961. These products accounted for 33 percent of all juices and canned fruit drinks bought for home use during the month -- about the same as a year earlier. The market share for frozen concentrated juices, in comparison, increased more than 2 percentage points, while the share for canned fruit drinks was down 2 points.

The gain in retail sales was associated with a larger size of purchase. The proportion of families buying, however, was down a little to 38.4 percent.

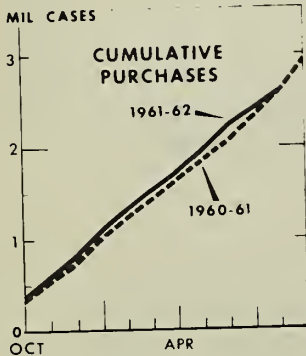
Retail prices of canned juices averaged 33.7 cents per 46-ounce can, 6 percent less than a year earlier. A 6-ounce serving cost 4.4 cents on the average, 7 percent more than frozen orange concentrate and 10 percent more than canned fruit drinks. In contrast, frozen orange concentrate was the more expensive in August 1961.



## Total Single-Strength Juices -- Continued

Consumption of canned juices has been above year-earlier levels in most months of the current season and purchases are 3 percent or 1.8 million cases ahead of 1960-61. But because of lower prices, consumer expenditures were down slightly from the preceding season. (See page 25.)

### Canned Grapefruit Sections Down Sharply



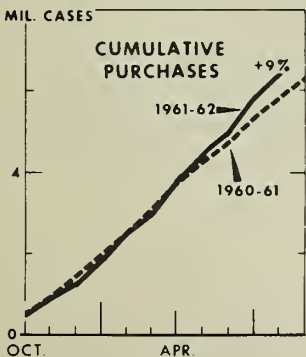
Only 3.5 percent of the Nation's families bought canned grapefruit sections in August compared with 4.5 percent a year earlier. The average size of purchase was small, and household use was down 24 percent (71,000 cases) from August 1961, and 16 percent from the 1956-59 August average.

Consumption of grapefruit sections was also slow in July, and as a result, cumulative purchases for the season dropped to 1960-61 levels.

Retail prices were up 0.5 cent from August 1961 to 20.7 cents per No. 303 can. Prices were low in other months, however, and consumer expenditures were off from 1960-61. (See page 23.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### More Spent For Orange Drink

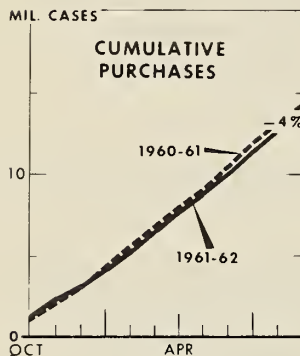


The proportion of families buying canned orange drink in August 1962 and the average size of purchase were both well above year-earlier levels. This brought about a gain of 26 percent -- 130,000 cases -- in retail movement. The purchase volume was near the highest reported for the month.

Orange drink got off to a slow start, but beginning with April, purchases and the share of market have been at record levels. Accumulated purchases for the season were 9 percent or 550,000 cases ahead of the same period of 1960-61.

Retail prices averaged 30 cents per 46-ounce can, a decrease of 6 percent from a year earlier. As the gain in sales was considerably greater, consumer expenditures were up 13 percent. Total expenditures for the season were also up 13 percent. (See page 24.)

## Pineapple-Grapefruit Drink Remains Slow

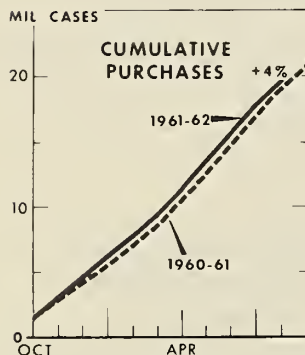


Retail movement of pineapple-grapefruit drink has been slow in most months of 1961-62. August purchases were off 11 percent or 130,000 cases from a year earlier, and cumulative purchases for the season were down 4 percent or 550,000 cases. In contrast, consumption of other products increased. Hence, the pineapple-grapefruit drink share of market has been relatively low throughout 1961-62.

The low purchase volume has been associated with a loss in the number of users. In August, for example, only 6.8 percent of families bought, compared with 7.9 percent a year earlier.

Retail prices were down slightly to 26.9 cents per 46-ounce can to continue the low price level that has persisted since the first of the year. (See page 22.)

## Miscellaneous Fruit Drinks Also Down



Household consumption of canned miscellaneous fruit drinks was down 7 percent -- 144,000 cases -- from August 1961. This was the third month in succession that purchases have been low, and the cumulative gain for the season over 1960-61 has shrunk to only 4 percent (700,000 cases). This group of products includes canned noncarbonated fruit drinks, ades, and punches other than orange and pineapple-grapefruit drinks.

Only 13 percent of families bought miscellaneous fruit drinks in August, compared with 14.3 percent a year earlier. The average size of purchase, 2.4 cans per buying family, held about the same.

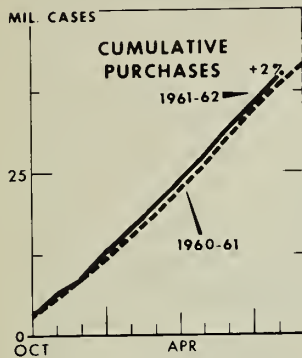
Retail prices averaged 33.4 cents per 46-ounce can, a little less than a year earlier. Nonetheless, at 4.4 cents per 6-ounce serving, these products were more expensive than most competitors. (See page 24.)

## Total Fruit Drinks Down From August 1961

Consumption of total canned fruit drinks was off 4 percent or 150,000 cases in comparison with August 1961. Purchases were also low in the 2 preceding months, and as a result the gain in the season's purchases over 1960-61 declined to 700,000 cases.

## Total Fruit Drinks -- Continued

The fruit drink share of market in August was down 2 percentage points from a year earlier to 19.9 percent. The market share for these products has been below year-earlier levels during most of 1961-62.



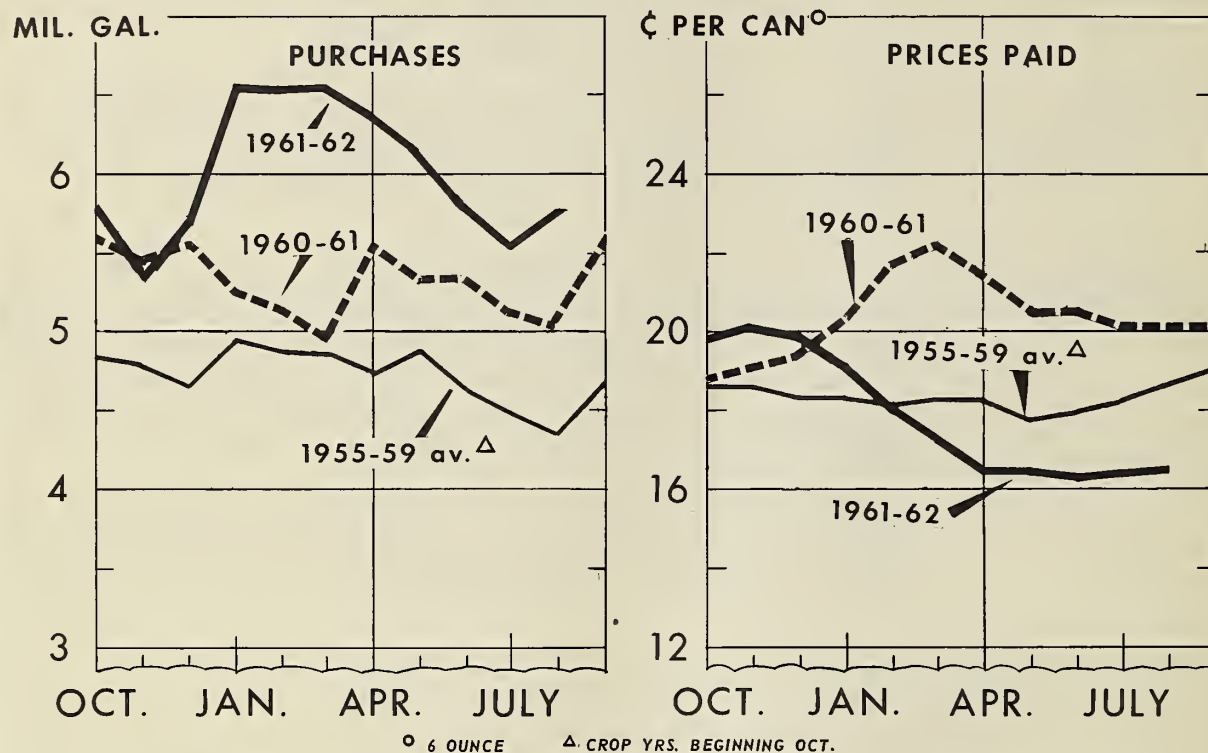
Only 20 percent of families used fruit drinks in August, compared with 22 percent a year earlier. This was the third month that the proportion of buyers was below corresponding months of 1961.

August prices for canned fruit drinks averaged 30.8 cents per 46-ounce can, or 4 cents per 6-ounce serving. Prices of these products have held close to this level in 1961-62, whereas the per serving cost of frozen orange concentrate declined to 4.1 cents from 5 cents and the cost of canned single-strength juices was down to 4.4 cents from 4.7 cents.

The season's expenditure for canned fruit drinks was up about 2 percent (\$2.1 million) from the corresponding 11 months of 1960-61. (See page 25.)

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

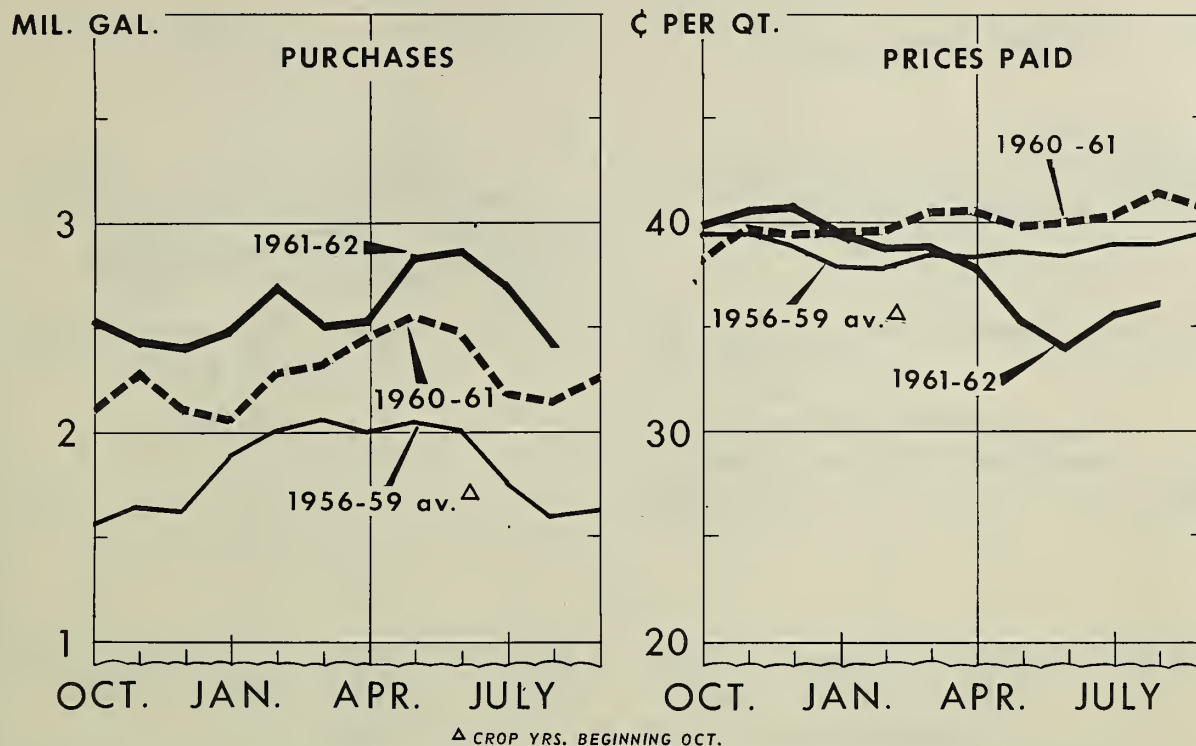
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.	6,363	5,547	4,751	30.6	29.5	49	45	16.4	21.4	18.3
May	6,123	5,325	4,894	29.5	29.2	49	45	16.4	20.5	17.8
Jun.	5,776	5,308	4,626	28.4	28.9	48	44	16.3	20.5	18.0
Apr.-Jun.	18,262	16,180	14,271							
Jul.	5,543	5,079	4,477	27.2	27.5	48	44	16.4	20.1	18.3
Aug.	5,779	5,006	4,352	28.7	27.2	47	44	16.5	20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Jul.-Sep.		15,645	13,514							
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

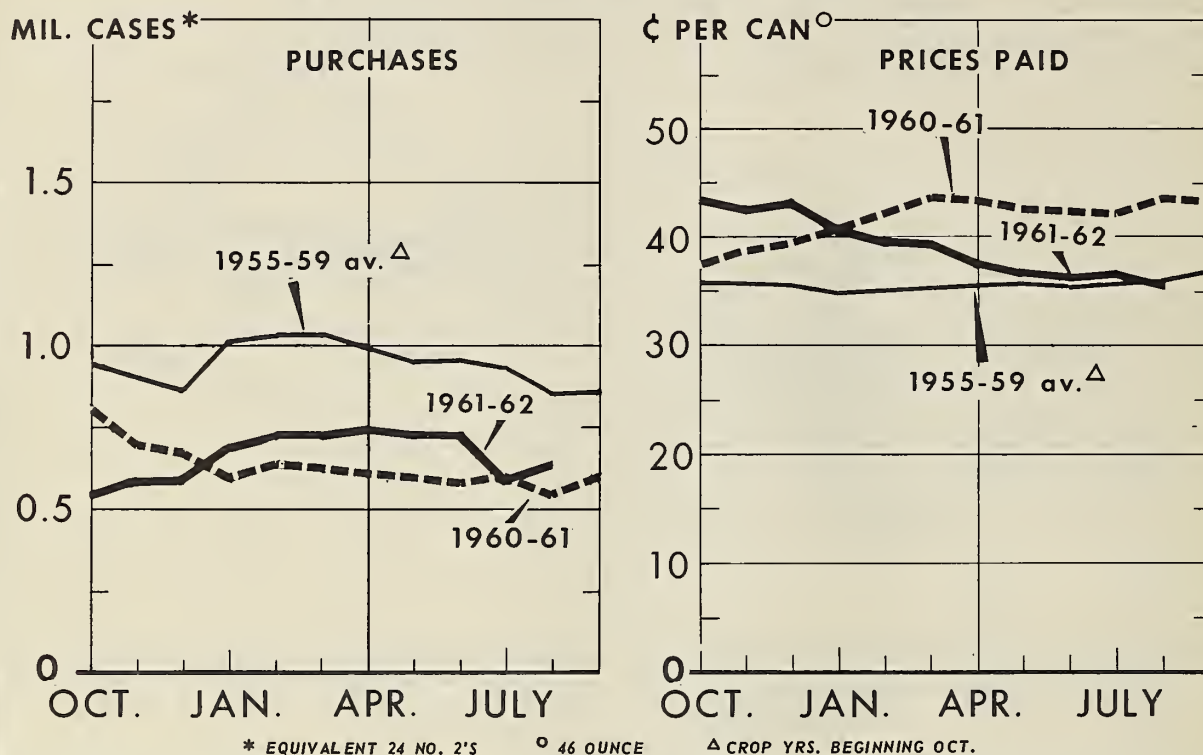
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.	2,532	2,475	2,012	5.8	5.4	103	110	37.8	40.6	38.5
May	2,840	2,553	2,060	6.3	5.4	106	114	35.1	39.9	38.7
Jun.	2,863	2,485	2,010	6.2	5.3	108	112	33.9	40.0	38.5
Apr.-Jun.	8,235	7,513	6,082							
Jul.	2,681	2,198	1,778	6.2	5.0	101	106	35.4	40.5	39.1
Aug.	2,408	2,166	1,626	5.6	4.8	100	108	36.2	41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Jul.-Sep.		6,643	5,047							
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

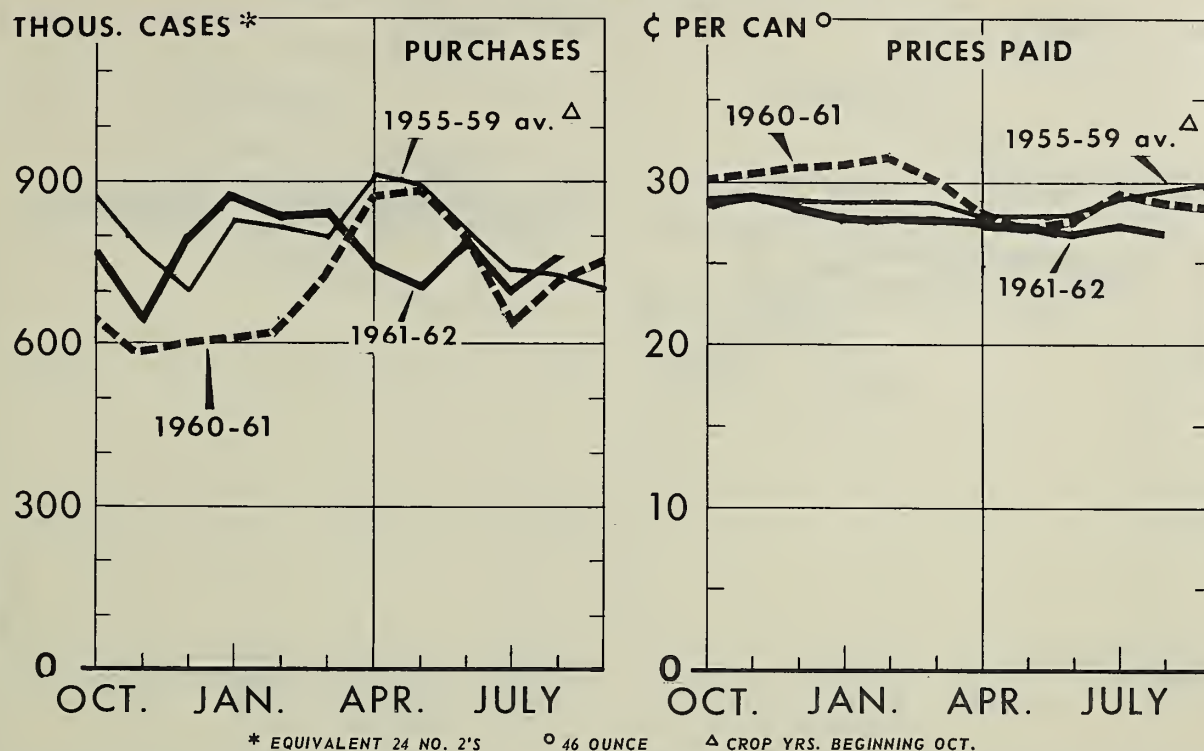
Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39.2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.	736	600	996	5.8	5.6	101	86	37.5	43.2	35.6
May	734	593	953	6.0	5.4	97	90	36.9	42.5	35.7
Jun.	731	572	962	6.0	5.2	96	89	36.1	42.3	35.4
Apr.-Jun.	2,201	1,765	2,911							
Jul.	592	596	935	5.1	5.5	91	88	36.5	42.1	35.8
Aug.	638	550	858	5.6	5.1	90	86	35.8	43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Jul.-Sep.		1,751	2,656							
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

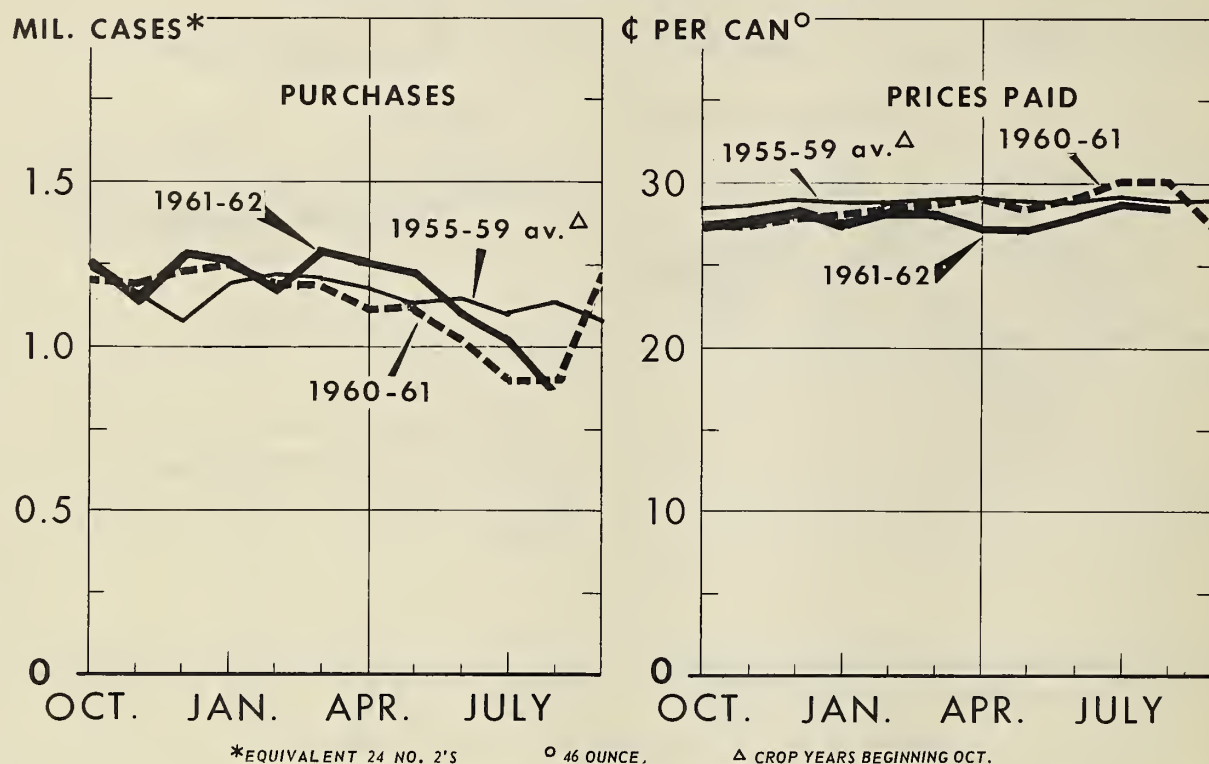
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.	740	871	911	5.4	6.3	109	112	27.5	27.9	28.1
May	708	881	898	4.8	6.3	118	113	27.3	27.0	28.0
Jun.	790	800	818	5.6	5.9	111	110	26.9	27.5	28.2
Apr.-Jun.	2,238	2,552	2,627							
Jul.	685	636	740	4.9	4.9	111	104	27.3	29.3	29.2
Aug.	764	721	730	5.3	5.4	114	109	26.7	28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Jul.-Sep.		2,110	2,170							
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

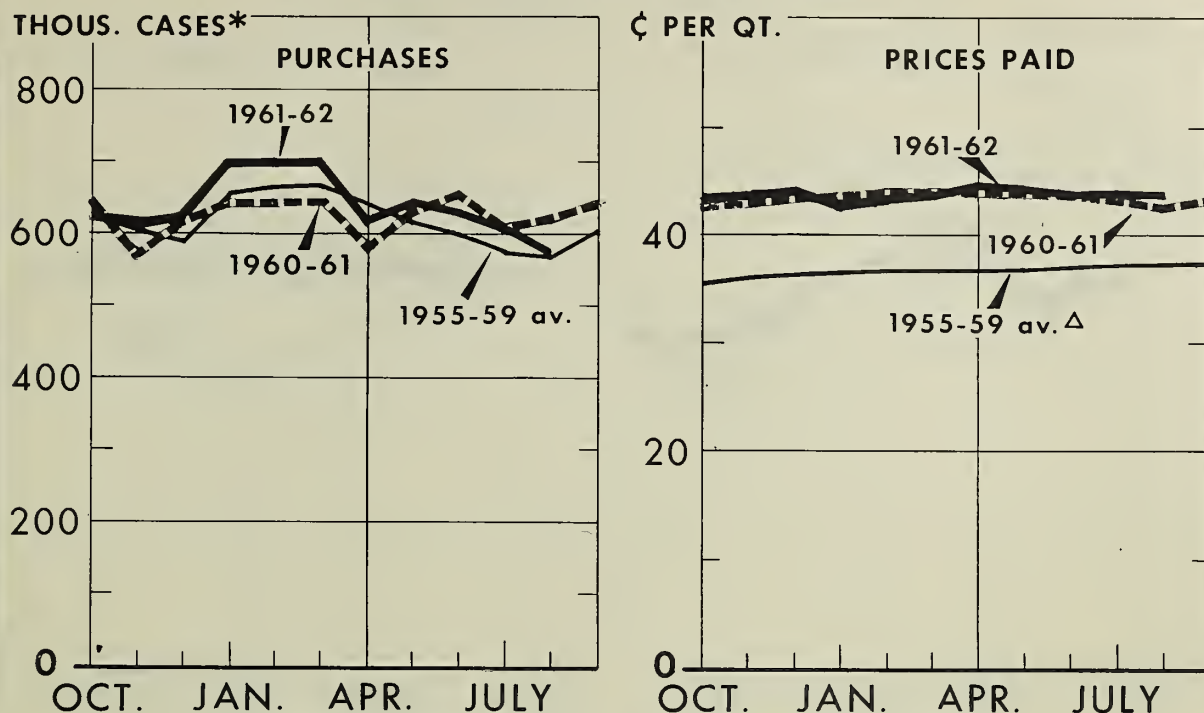
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.	1,257	1,112	1,182	10.1	9.8	98	92	27.4	29.2	29.4
May	1,234	1,146	1,146	9.7	9.1	101	102	27.3	28.7	29.3
Jun.	1,092	1,036	1,158	8.6	9.0	101	93	28.0	29.2	29.2
Apr.-Jun.	3,583	3,294	3,486							
Jul.	1,020	911	1,109	8.0	8.1	101	91	28.9	30.1	29.5
Aug.	875	891	1,149	7.5	7.7	92	93	28.8	30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Jul.-Sep.		3,024	3,353							
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2'S

Δ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

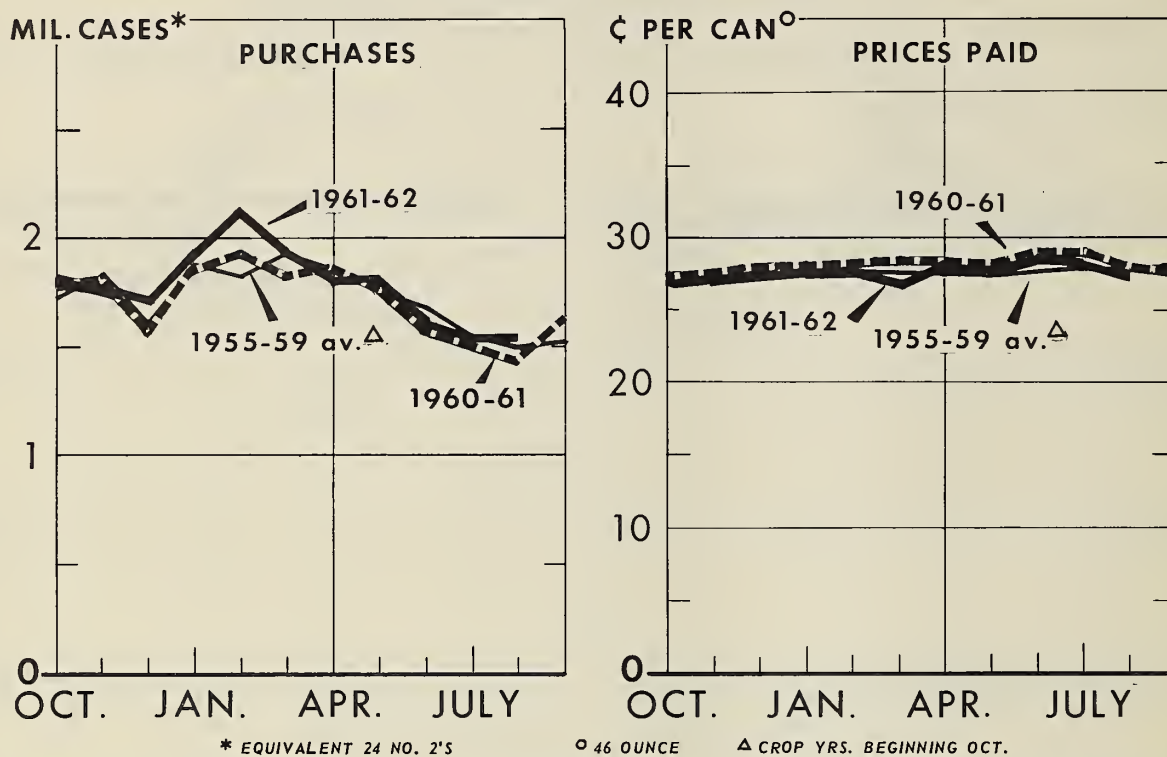
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.	625	584	640	7.0	6.4	70	74	44.2	44.1	36.7
May	643	631	616	6.7	6.9	76	75	44.1	43.9	36.9
Jun.	631	657	602	6.5	7.2	76	74	43.9	43.7	36.9
Apr.-Jun.	1,899	1,872	1,858							
Jul.	610	611	574	6.2	6.6	78	75	43.8	43.6	37.1
Aug.	576	622	570	6.1	6.3	75	80	43.6	43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Jul.-Sep.		1,881	1,751							
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

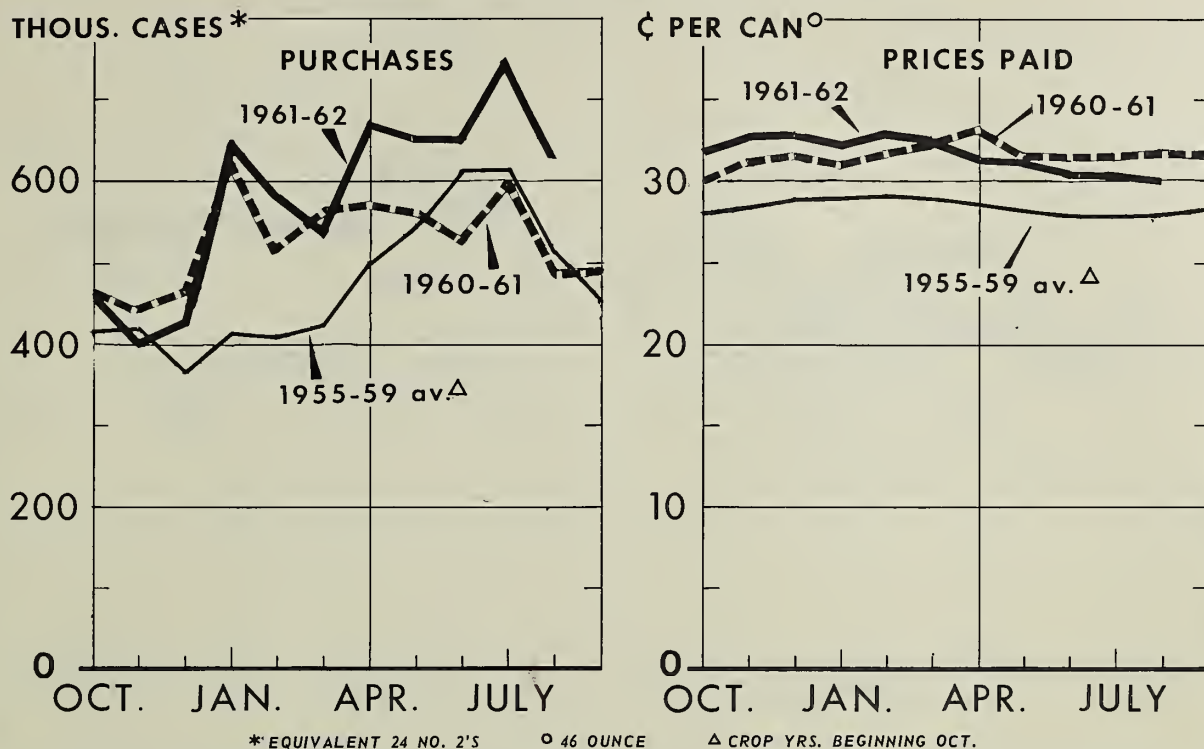
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons.

Period. 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91	27.0	28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.	1,797	1,855	1,853	15.4	16.5	92	91	28.2	28.7	27.4
May	1,832	1,771	1,750	15.4	15.5	94	93	27.8	28.4	27.3
Jun.	1,561	1,597	1,698	13.9	14.5	89	90	28.5	29.4	27.6
Apr.-Jun.	5,190	5,223	5,301							
Jul.	1,509	1,511	1,545	13.6	13.6	88	90	28.2	29.3	28.0
Aug.	1,525	1,463	1,487	13.2	12.9	91	92	27.5	28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Jul.-Sep.		4,651	4,560							
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

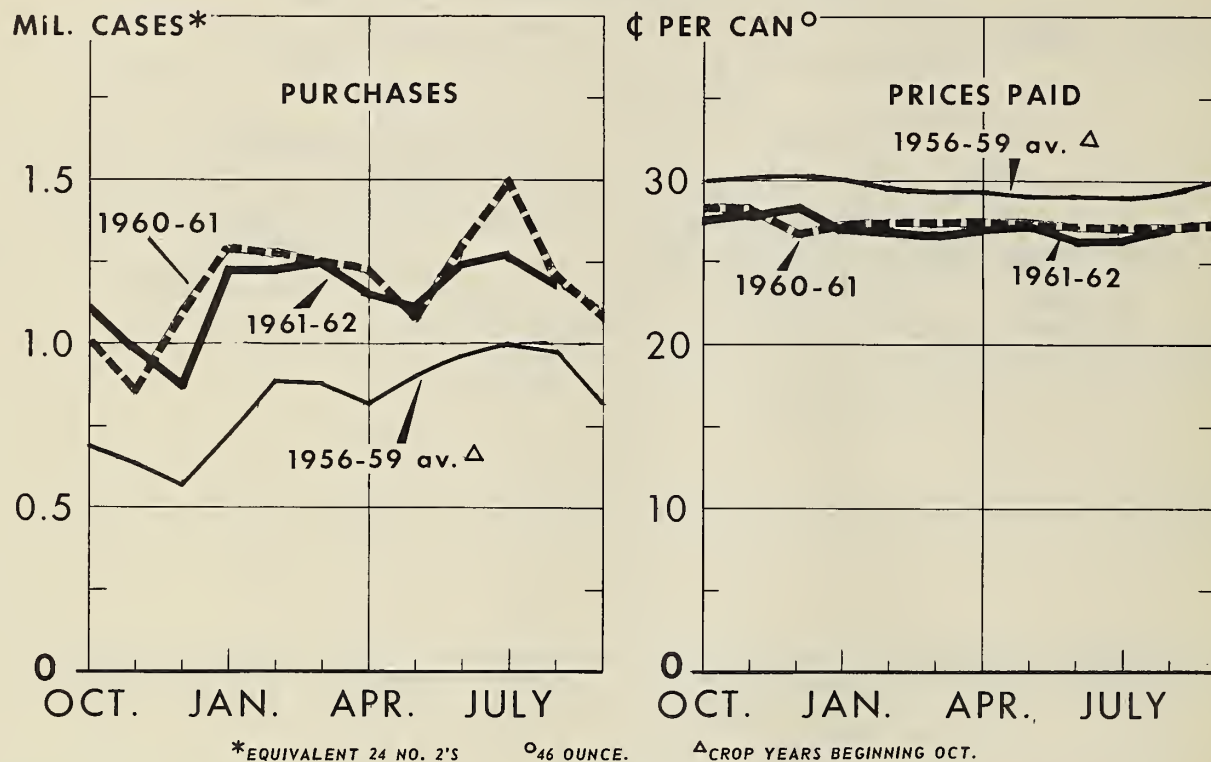
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.	670	574	501	4.7	4.0	114	117	31.2	33.2	28.6
May	650	564	542	4.6	4.2	113	109	31.3	31.5	28.4
Jun.	650	528	614	4.6	4.4	112	98	30.4	31.4	27.9
Apr.-Jun.	1,970	1,666	1,657							
Jul.	741	596	614	5.2	4.7	113	103	30.1	31.4	27.9
Aug.	616	488	561	4.5	4.1	108	95	30.0	31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Jul.-Sep.		1,574	1,630							
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

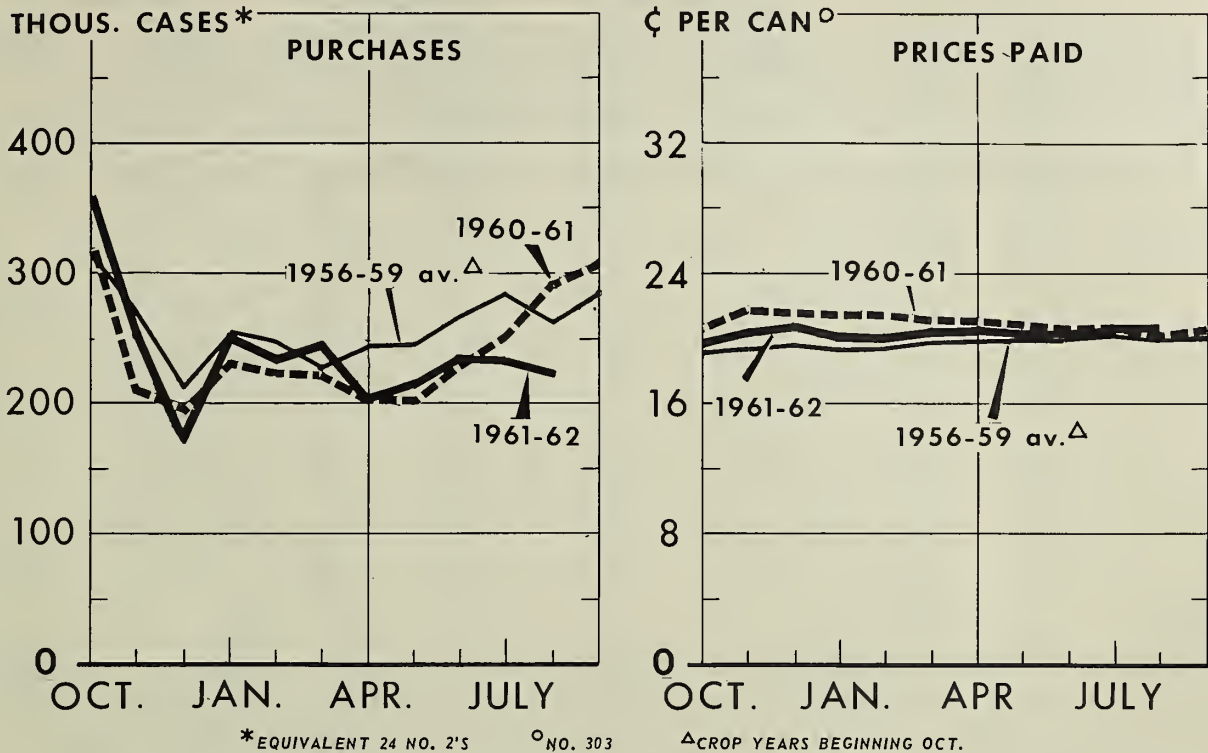
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.	1,153	1,226	825	7.5	8.5	122	118	27.0	27.7	29.5
May	1,120	1,067	913	7.4	7.5	120	116	27.5	27.6	29.0
Jun.	1,249	1,313	971	7.6	8.6	130	124	26.4	27.0	29.1
Apr.-Jun.	3,522	3,606	2,709							
Jul.	1,253	1,498	998	8.0	9.3	124	129	26.4	27.1	29.0
Aug.	1,067	1,199	979	6.8	7.9	124	122	26.9	27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Jul.-Sep.		3,795	2,799							
Season		14,213	9,906					27.5	29.5	

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.	201	206	242	3.5	3.4	50	55	20.4	21.1	19.7
May	214	209	246	3.6	3.7	53	50	20.2	21.0	19.9
Jun.	233	228	266	3.6	4.0	58	51	20.5	20.6	20.0
Apr.-Jun.	648	643	754							
Jul.	232	252	283	3.7	4.0	55	56	20.6	20.7	20.1
Aug.	221	292	263	3.5	4.5	56	59	20.7	20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Jul.-Sep.		854	830							
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.	1,511	1,669	17.5	19.1	68	71	36.1	36.6
May	1,594	1,603	18.8	18.9	67	69	34.6	37.3
Jun.	1,544	1,540	18.6	19.5	66	64	35.1	36.8
Apr.-Jun.	4,649	4,812						
Jul.	1,480	1,531	17.8	18.8	66	66	35.0	36.8
Aug.	1,477	1,383	17.6	17.5	66	64	34.6	37.1
Sep.		1,473		18.1		66		37.6
Jul.-Sep.		4,387						
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.	1,885	1,819	13.7	12.7	109	117	34.5	34.3
May	2,230	1,970	14.9	13.5	119	118	33.9	33.9
Jun.	2,124	2,224	14.6	15.1	115	120	33.7	33.7
Apr.-Jun.	6,239	6,013						
Jul.	2,060	2,215	14.5	15.2	112	118	33.2	33.2
Aug.	1,823	1,967	13.0	14.3	111	111	33.4	33.7
Sep.		1,862		13.2		114		33.5
Jul.-Sep.		6,044						
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	cases	cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.	6,666	6,691	42.3	44.0	125	123	3,708	3,619	21.3	21.0	138	140
May	6,745	6,625	42.6	42.7	126	126	4,000	3,601	22.3	20.8	142	140
Jun.	6,349	6,202	41.8	42.2	120	119	4,023	4,065	22.5	23.2	142	142
Apr.-Jun.	19,760	19,518					11,731	11,285				
Jul.	5,896	5,796	39.5	40.0	118	117	4,054	4,309	22.6	23.8	142	146
Aug.	5,855	5,630	38.4	39.0	121	116	3,506	3,654	20.0	22.1	139	133
Sep.		6,378		41.6		124		3,450		20.4		137
Jul.-Sep.		17,804						11,413				
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14. Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.	4,079	3,694	445	350	443	428	559	632	144	143
May	3,925	3,546	443	346	497	442	535	640	153	145
Jun.	3,702	3,535	442	333	501	430	597	581	167	159
Apr.-Jun.	11,706	10,775	1,330	1,029	1,441	1,300	1,691	1,853	464	447
Jul.	3,520	3,367	359	348	469	380	523	463	167	175
Aug.	3,670	3,319	387	321	421	375	584	525	159	203
Sep.		3,686		353		394		548		216
Jul.-Sep.		10,372		1,022		1,149		1,536		594
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.



Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, August 1961-August 1962 1/

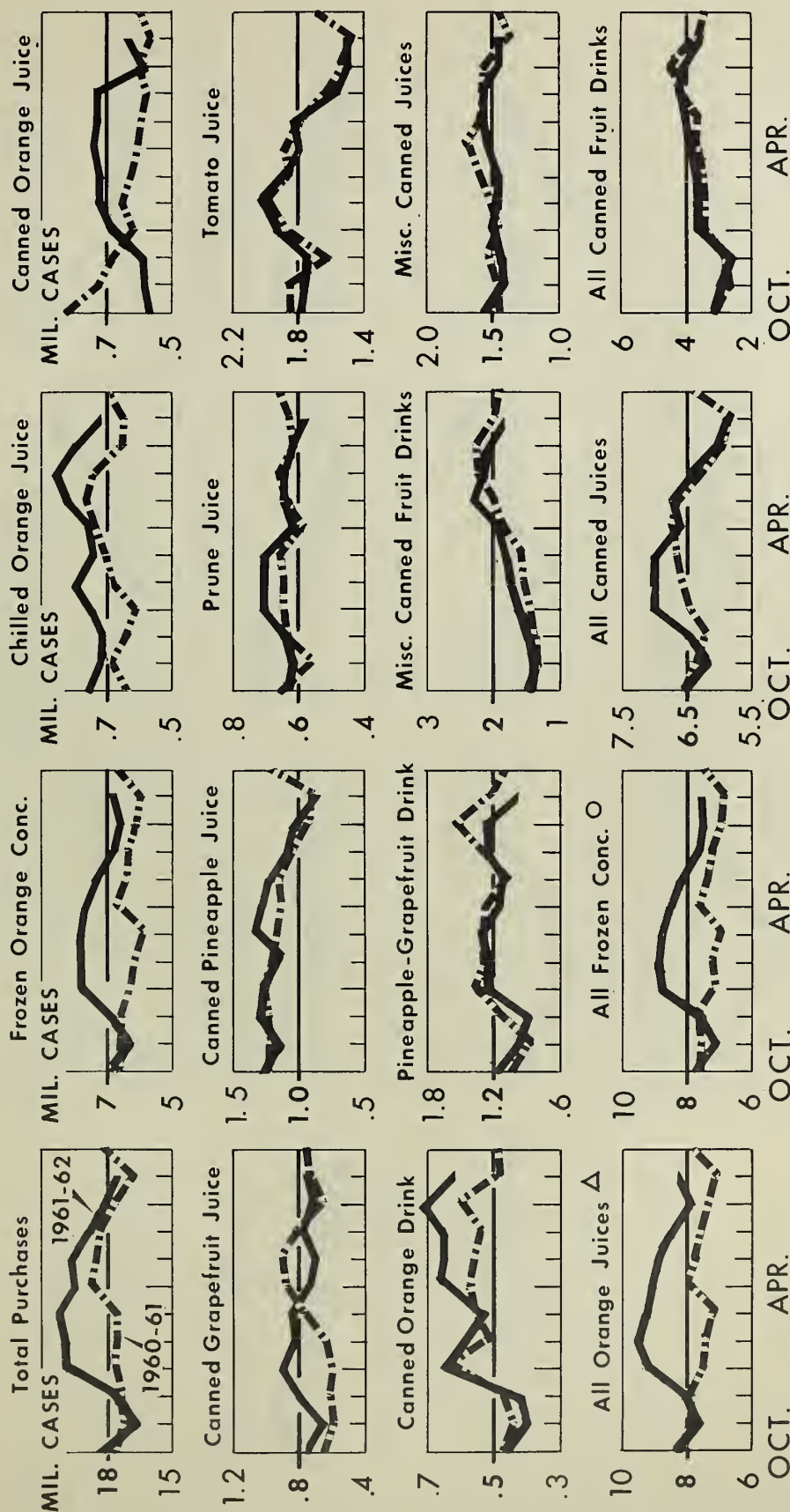
Commodity	Total purchases			Proportion of families buying			Purchases per buying family			Average price paid per can	
	Volume		Change from 1961 to 1962	Proportion of total		Pct.	No.	No.	No.	Ozs.	Ozs.
	August 1962	August 1961		August 1962	August 1961						
FROZEN CONCENTRATED JUICES:	1,000 gals.	1,000 gals.									
Orange	5,779	5,006	+15	38.8	35.5	28.7	1.9	2.0	25.0	22.0	47
Miscellaneous	619	725	-15	4.1	5.1	---	---	---	16.5	15.9	---
Total	6,398	5,731	+12	42.9	40.6	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,408	2,166	+11	4.0	3.8	5.6	2.3	2.7	42.1	39.9	100
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/									
Orange	638	550	+16	3.6	3.3	5.6	1.6	1.7	56.7	49.4	90
Grapefruit	764	721	+6	4.3	4.3	5.3	1.5	1.5	76.2	71.8	114
Pineapple	875	891	-2	5.0	5.3	7.5	1.4	1.4	65.9	65.9	92
Prune	576	622	-7	3.3	3.7	6.1	1.8	1.9	42.1	42.9	75
Tomato	1,525	1,463	+4	8.6	8.8	13.2	1.4	1.5	64.6	60.9	91
Miscellaneous	1,477	1,383	+7	8.4	8.3	17.6	1.7	1.7	36.4	37.4	66
Total	5,855	5,630	+4	33.2	33.7	38.4	2.3	2.3	52.4	51.0	121
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange	616	488	+26	3.5	2.9	4.5	1.4	1.4	77.4	69.0	108
Pineapple-grapefruit	1,067	1,199	-11	6.1	7.2	6.8	1.4	1.4	88.2	86.5	124
Miscellaneous	1,823	1,967	-7	10.3	11.8	13.0	1.7	1.7	66.2	64.1	111
Total	3,506	3,654	-4	19.9	21.9	20.0	1.9	1.9	73.7	70.8	139
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	17,656	16,717	+6	100.0	100.0	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	221	292	-24	---	---	3.5	1.5	1.5	38.1	40.0	56

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.



# CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

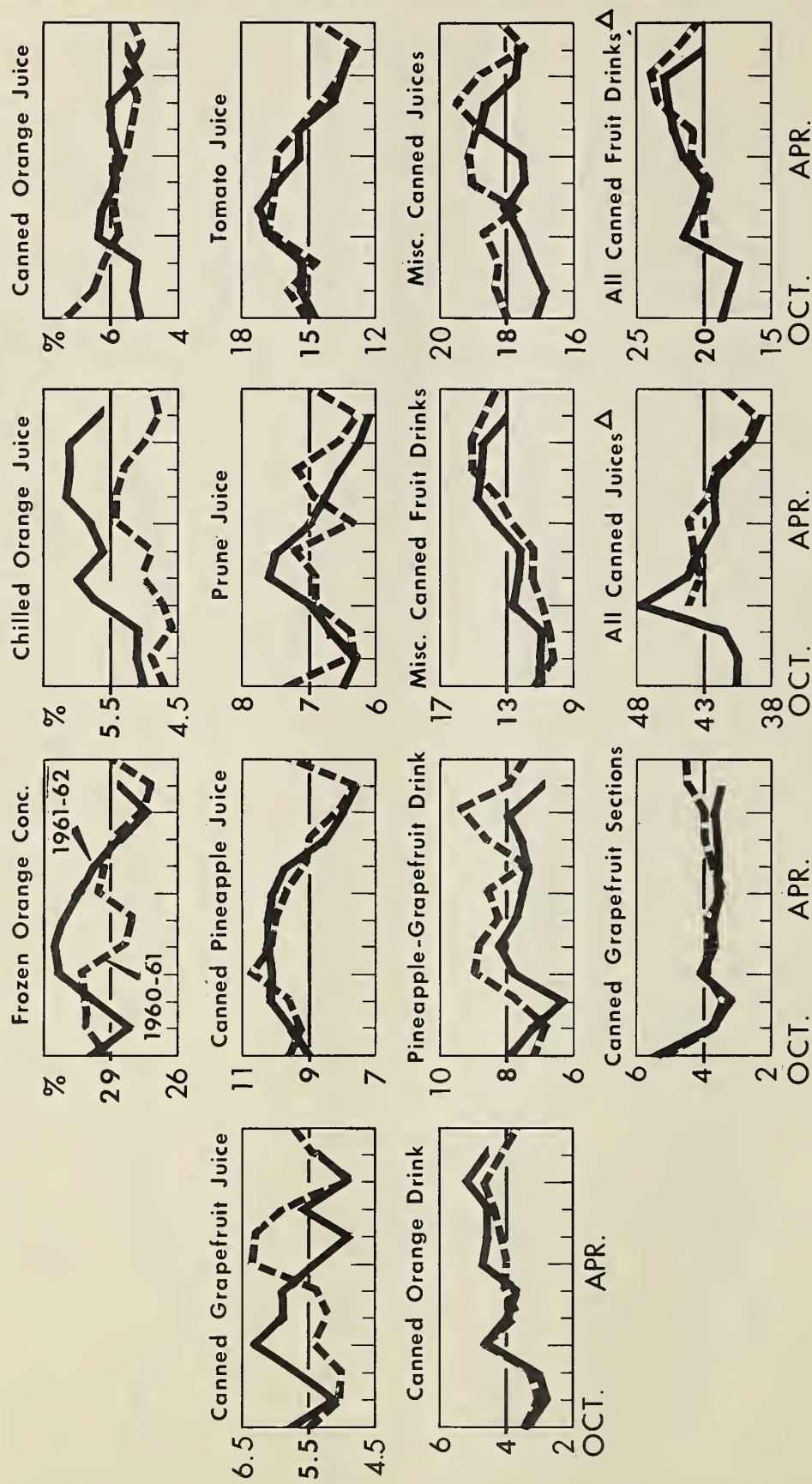
Equivalent Single-Strength Cases of 24 No. 2's



△ CONCENTRATE, CHILLED AND CANNED ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

# PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



△ DATA NOT AVAILABLE FOR OCT.-DEC. 1960.

Figure 12

# SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

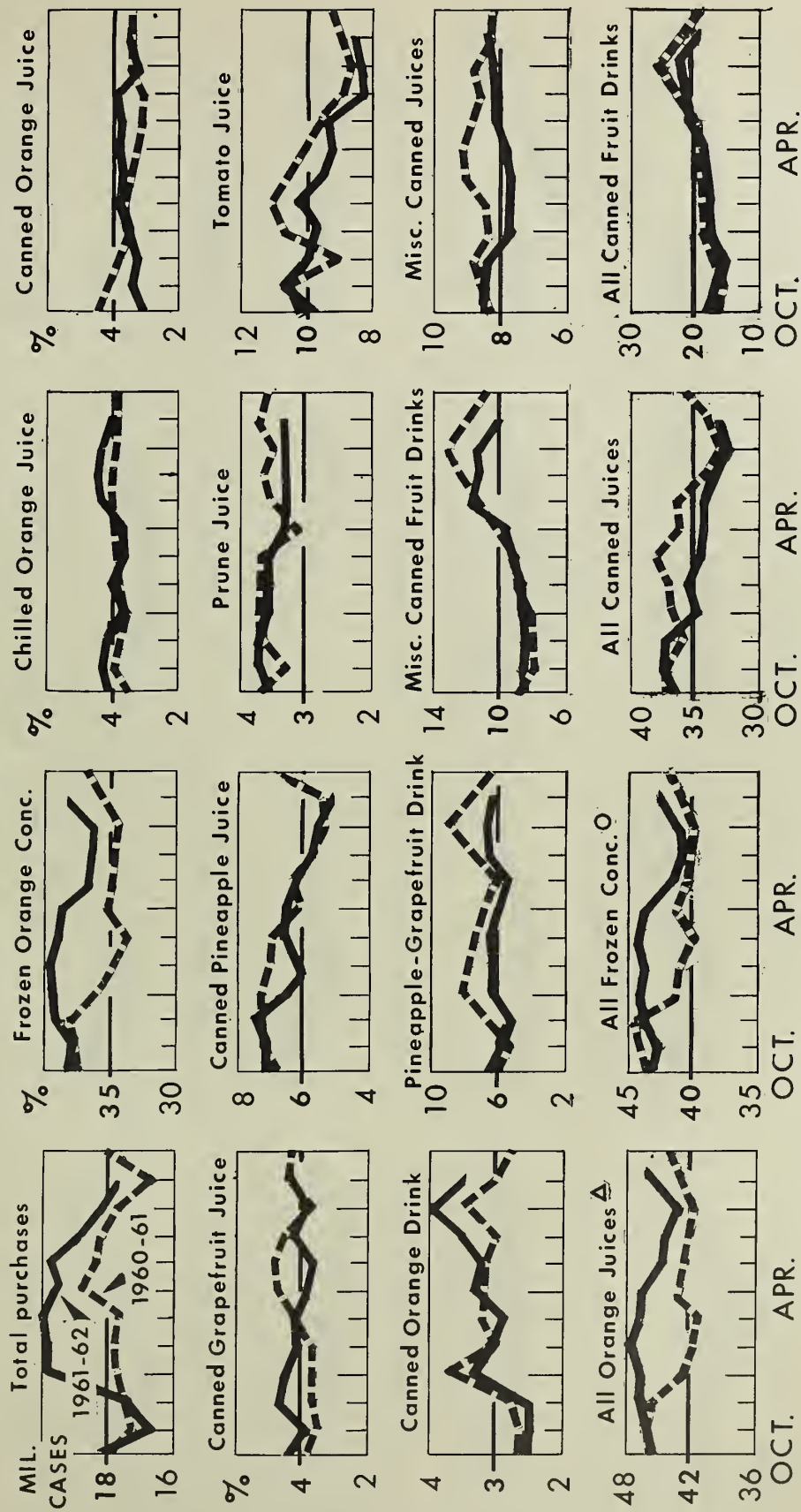


figure 13



# CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

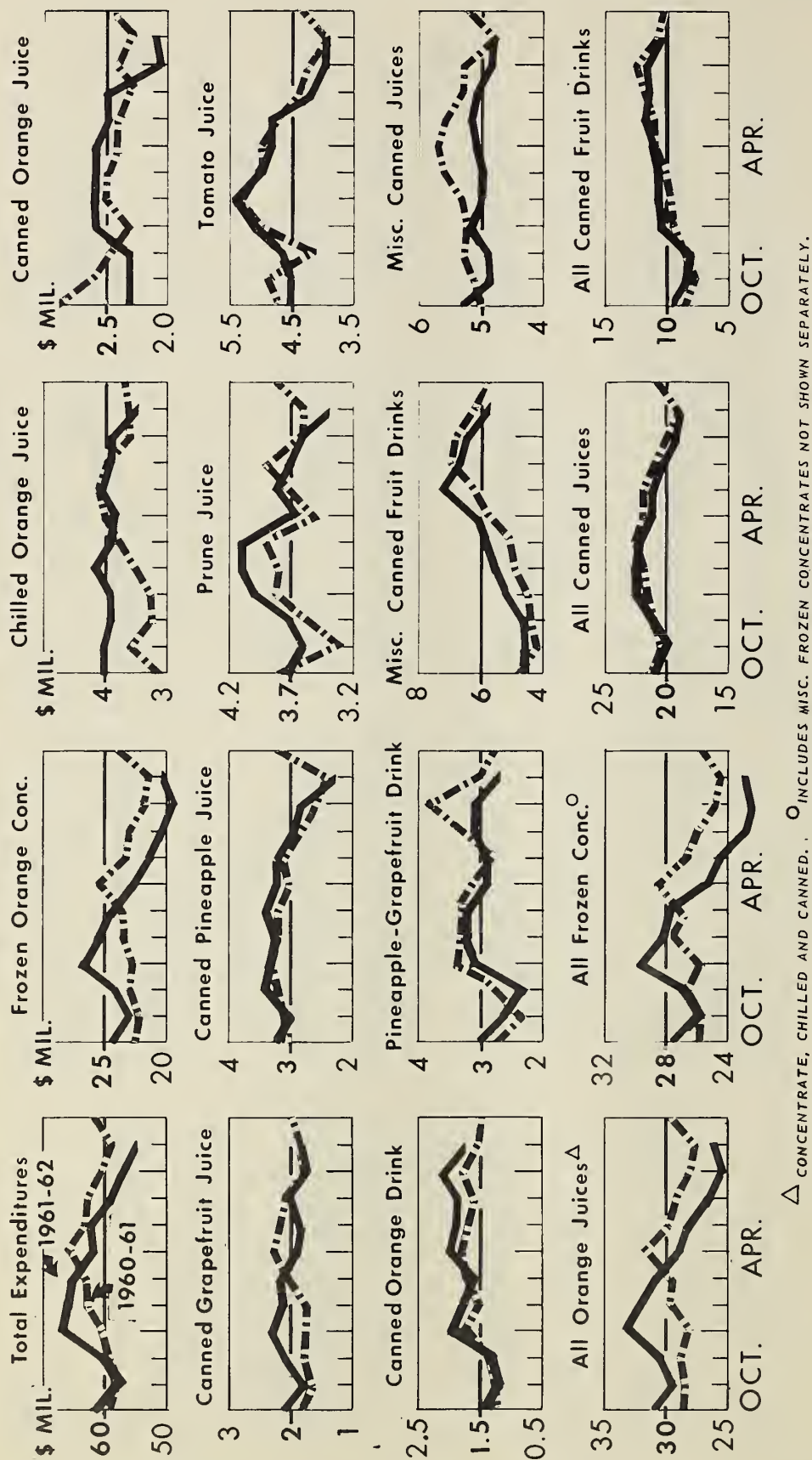


Figure 14





UNITED STATES DEPARTMENT OF AGRICULTURE

WASHINGTON 25, D. C.

---

Official Business

POSTAGE AND FEES PAID  
U. S. DEPARTMENT OF AGRICULTURE